

## **Hair Care in the Philippines**

Market Direction | 2023-07-28 | 23 pages | Euromonitor

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### **Report description:**

Hair care is a relatively mature category in the Philippines with this being reflected in the relatively modest growth recorded in retail volume terms in 2022. The largest category is standard shampoos but due to the maturity of the category it saw limited growth in retail volume terms in 2022 with the growth of hair care instead driven by newer and more innovative areas. For instance, salon professional hair care was the most dynamic category in 2022, albeit with growth coming from a low base.

Euromonitor International's Hair Care in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hair Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Masks and treatments help add variety to a mature category

Wide range and variety of products, packaging and price points boosting demand for colourants and conditioners and treatments

Consumers are highly receptive to new products, but multinationals maintain dominance

#### PROSPECTS AND OPPORTUNITIES

Premiumisation could help deliver value growth as hair care suffers from maturity

Colourants and styling agents have room to grow thanks to new and developing trends

Dry shampoo likely to remain a niche while medicated shampoos shows greater promise

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